

QUARTERLY PERFORMANCE REPORT

From: Oct 1, 2008 To: Dec 31, 2008

Submitted by: Population Services International Vietnam
Program title: Social Marketing Prevention and Supportive Services in Vietnam
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I. PROGRESS TOWARD OBJECTIVES AND PROJECT INDICATORS

Program Administration, Operation and Logistics

- During the quarter under review, PSI finalized sub-contract agreements with 5 provinces (Hanoi, Hai Phong, Nghe An, HCMC and Can Tho)
- PSI received the Representative Office licence in November 2008. This licence allows us to expand the scope of our programming in Vietnam, to recruit additional personnel and set up project office in HCMC.
- The project office in HCMC was set up. PSI added 2 new staff in the HCMC office.
- Renewal of PSI's MoU with VAAC was postponed till February 2009. The current MoU is valid till end of the quarter under review. In February, PSI will present an update of the program's achievements based on the previous MoU.
- PAC/PHDs continued to conduct advocacy meetings with other government organizations and NTO/EE owners.
- During the quarter, the program updated mapping data for MARP sites (EEs for male client sites, MSM and SW hotspots for various program interventions).

1. Prevention/Other Behavior Change:

Result 1: Increased use of HIV Prevention Products (male condoms, water-based lubricants, and female condoms)

Overview (highlights, key achievements)

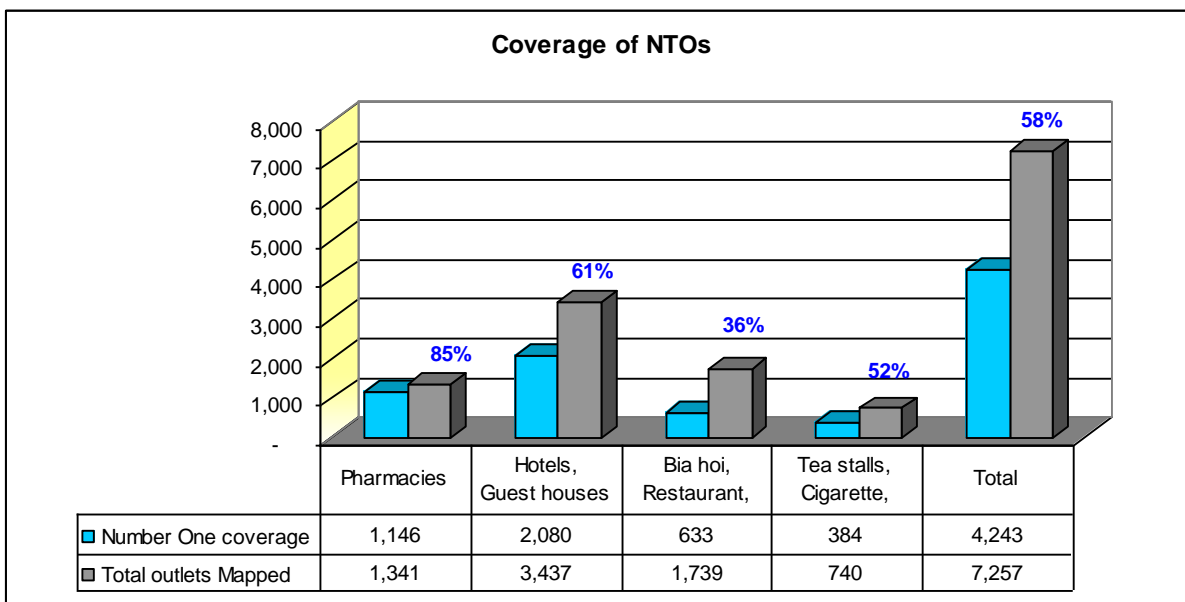
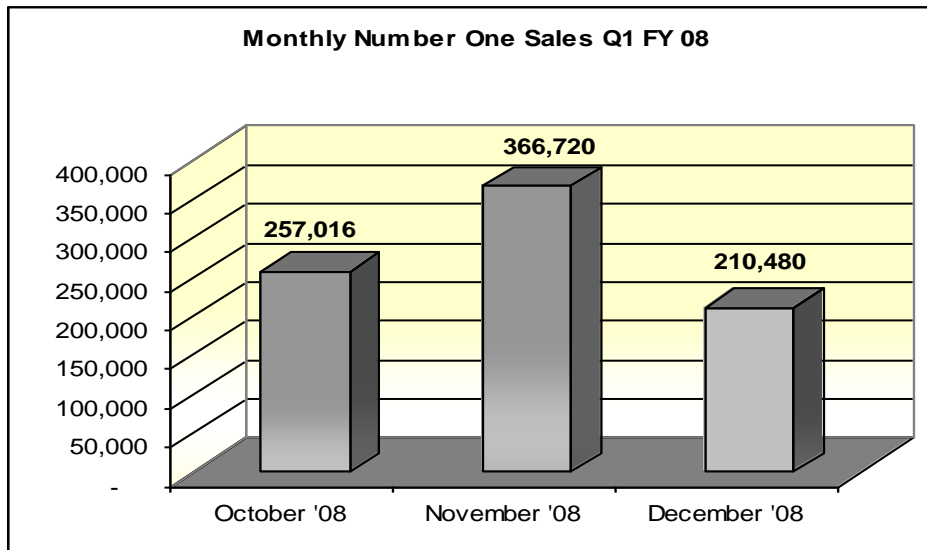
In Quarter 1 (October – December 2008), the program sold **834,216 Number One male condoms** in 7 PEPFAR priority provinces through the condom social marketing program. This sales volume represents 24% of the annual sales target (3.5 million condoms) for *Number One* condoms. Since the launch of the condom social marketing program, PSI has achieved product coverage in **4,243 non-traditional outlets** (NTOs). This is 120% of the coverage target for the quarter under review.

The program also sold **73,152 Number One Plus lubricant sachets** (co-packaged with *Number One* condoms) in outlets such as pharmacies, bars, clubs and select cafés in MSM and SWs hot spot areas. This sales volume represents 29% of the annual sales target (250,000 lubricant sachets). Sales representatives focused on pharmacies in high risk areas, MSM bars, clubs and select cafés.

As part of the sex worker program in Hai Phong, the program distributed **1,000 Care female condoms** (25% of the annual sales target).

To improve condom distribution efforts and enhance efficiency of the distribution network, PSI established new distribution partnerships with 7 provincial sub-distributors and 1 national distributor. This will improve management of product flow, stock levels and local efforts to enhance coverage of NTOs and EEs. PSI also implemented a series of sales promotion campaigns to improve condom availability in high risk areas and sites.

Charts:



Highlights: narratives based on approved workplan

- Implemented the Mystery client campaign in December 2008 in all 7 PEPFAR priority provinces. This campaign targets hotels and guest-houses to improve availability of

condoms in these NTOs and aims to encourage hotel and guest-house owners to promote condoms to their customers

- Conducted sales promotion (free shampoo sachets) to improve condom purchases by hotels and guest-house owners. The objective of the promotion is to encourage bulk purchases among hotel and guest-house owners.
- Conducted Direct Sales campaign through the Promoter teams in EEs (such as *quan nhau* in Southern provinces; *bia hoi* and high risk cafés in Northern provinces) to increase access to condoms among male clients of SWs at these high risk sites.
- Conducted a similar Direct Sales campaign through Promoter Teams targeting MSM hot spots, including MSM clubs, bars and cafés to promote *Number One Plus* lubricants (co-packaged with condoms).
- Distributed *Number One* New Year calendars to 1,300 key NTOs in 7 provinces during December to improve visibility of condom messages and *Number One* brand among the outlets owners and customers.
- Conducted targeted promotion activities such as Poster Placement campaign to increase brand awareness and promote positive product attributes such as high quality, affordability etc. PSI worked closely with a local media agency to identify placement opportunities for *Number One* posters in high risk areas based on mapping of non-traditional outlets and entertainment establishments. A total of 15,000 posters were placed in the 7 PEPFAR priority provinces during the reporting period.
- Conducted similar Poster Placement campaign for *Number One Plus* in and around high risk areas mapped for SWs and MSM. A total of 5,000 posters have been placed in Hanoi and HCMC during the reporting period.
- Recruited one new Tele-sales position in HCMC brand office. This position will help verify mapping data of NTOs in the Southern region. The tele-sales person also helps book orders from small customers and improve condom stocking among the NTOs.
- As part of the sub-contracts with provincial government partners, PAC/PHDs in target provinces continued to conduct a series of advocacy meetings with NTO owners to get their support for the condom social marketing in their venues.
- Distributed IEC materials (*Myth & Fact* leaflet to address barriers to condom use) and IPC tools (*Do's and Don't* flipchart to promote correct and consistent use) in EEs as part of interpersonal communication activities targeting male clients of SWs (PSI's male client project). These materials were also provided through existing networks of peer educators and outreach workers under PACs to promote condom use targeting SWs, MSM and IDUs.
- Distributed customized IEC materials on condom and lubricants (brochures, comic strips) to address key barriers to consistent condom use among SWs and MSM as well as to promote joint use of condoms and lubricants. The IEC materials were distributed through promoter team and organizations working with these groups.
- Continued female condom promotion and distribution activities among SWs (including SWs who are injecting drug users) in Hai Phong province.

Lessons learned/constraints:

- Selling condoms to NTOs is challenging. Support from PAC/PHDs in each province is required in terms of advocacy meetings with EE/NTO owners and key local authorities.

- Integration between the PACT-funded Male Client project and the condom social marketing program allows for promotion and sale of condoms in entertainment establishments such as *bia hoi* and *quan nhau*. Condom sales activities are supported by interpersonal communication activities by the IPC teams.
- Direct Sales campaign using Promoter Teams to introduce and sell condoms in EEs has helped directly target male clients of SWs during high risk times. Venues for the campaign are carefully selected and customized by region (*quan nhau* in the South and *bia hoi* and café in the North).

Explanation/justification where achievements exceeded/fell below target:

- During the quarter under review, PSI met and exceeded all quarter targets. The program is on track to meet the annual sales and product distribution targets.
- Coverage of NTOs exceeded the quarterly target (120%). This was due to the steady investment of sales resources (regular follow up, targeted promotions etc.).
- All activities proposed for the quarter in the approved workplan were completed.

Plan for next quarter:

- Implement sales promotion campaigns to improve condom stocking and availability in NTOs.
- Continue to increase coverage of NTOs and condom availability in high risk areas.
- Sales training to build capacity of sales team (selling skills with different modules)
- Develop new communication materials for *Number One* condoms, including IPC tools and IEC materials. All new materials will be based on research (qualitative and quantitative studies) findings. This will be integrated into the comprehensive communication program targeting male clients of sex workers.
- Plan and implement mid-media events in entertainment establishments.

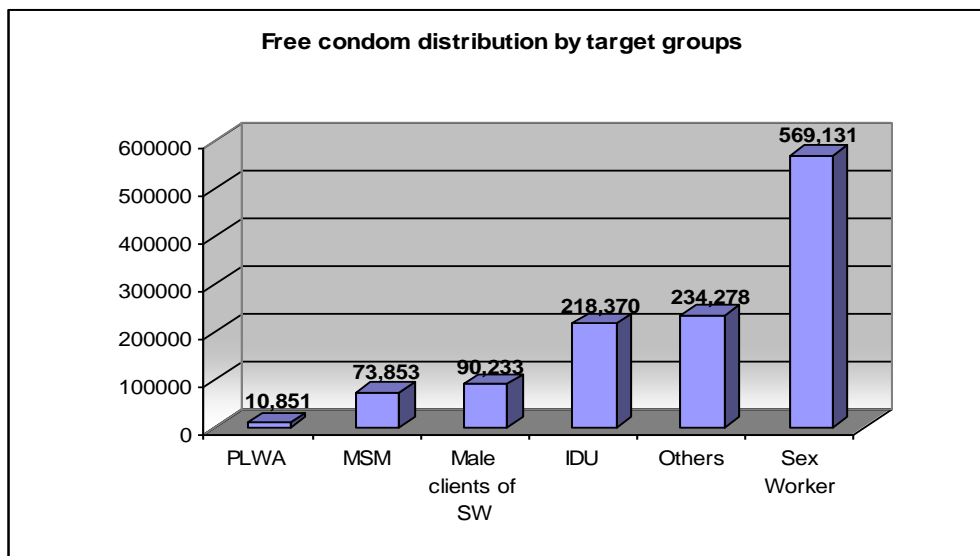
Targeted distribution of free commodities through PEPFAR partners:

- In the Oct – Dec 2008 period, PSI distributed 3,749,830 *Protector Plus* condoms for free distribution among 12 PEPFAR partners.
- Worked closely with USAID and VAAC (including Ministry of Finance) to complete customs clearance and importation process for free distribution products (576,000 *Protector Plus* condoms and 3 million un-branded water-based lubricant sachets).
- Established a new warehouse in Hanoi to accommodate the increase in free product distribution planned by USAID for PEPFAR partners.
- During the quarter, PSI's Admin department finalized the Inventory Manual. This includes updated inventory management systems and warehouse operations (to include new products and new warehouses).
- All distributed *Protector Plus* condoms have the stickers with a line of “free condoms, not for sales” and other relevant information in Vietnamese as per VAAC requirement.
- Prepared an updated report on free condom distributed done by the PEPFAR partners during the quarter. Charts included in the annexes provide an overview of the free condom distribution by partners, by province, by setting/site and by target group. This is based on reports completed by partners for the quarter under review.
- Continued to provide technical assistance and support to all PEPFAR partners to forecast and report on free condom distribution during the quarter. PSI continues to work with the

PEPFAR partners to use MIS forms developed to ensure correct and consistent reporting and to determine estimates for next quarter distribution.

- PSI's M&E Manager had meetings with 2 main PEPFAR partners; LifeGAP and FHI to understand their free distribution process and identify problems and bottlenecks. A detailed report will be presented to USAID next quarter.

Charts:



Other group: This includes distribution to truckers, students, through drop-in-centres and OP clinics.

Additional charts of details of free condom distribution (by province, by partner) are included in the **Annex section** of the report.

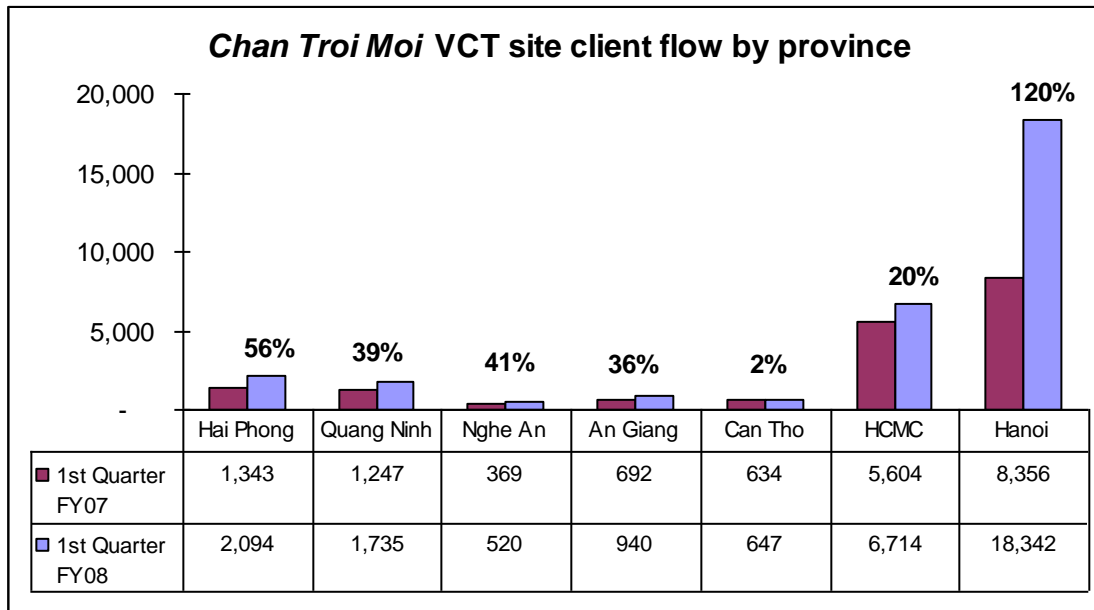
2. Counseling and Testing:

Result 2: Increased access to and uptake of voluntary counseling and testing (VCT) among MARP

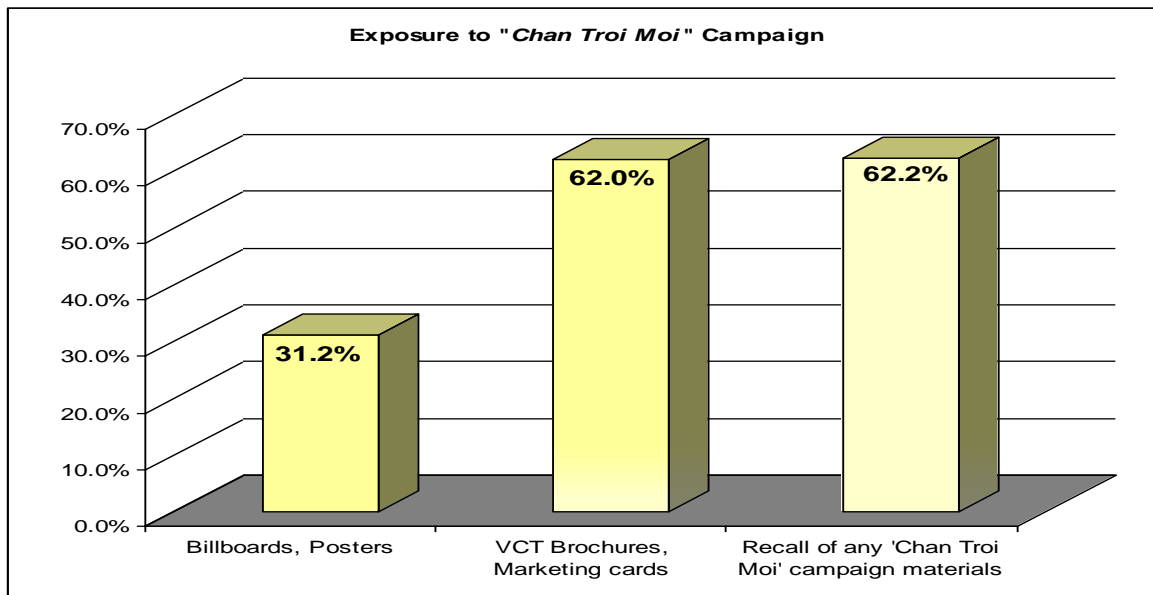
Overview (highlights, key achievements)

During the quarter, PSI implemented the 'National HIV Testing month' promotion campaign in all 7 PEPFAR priority provinces. The National HIV Testing month was promoted with the thematic campaign, *Chia Se Niem Tin, Giu gin hanh phuc* (Share Hope, Protect Happiness). The objective of the campaign was: (i) increase awareness of VCT services & to promote uptake of HIV testing at all *Chan Troi Moi* VCT sites in 7 provinces; (ii) promote *Chan Troi Moi* sites as high quality and friendly services that are easily accessible, and (iii) support government partners in promoting VCT during World AIDS Day campaign activities through existing networks. This month-month campaign included comprehensive communication activities, including mass media (outdoor, print, websites), mid-media (events at community level) and interpersonal communication activities. In addition to this, the campaign was integrated in all national and provincial government activities for World AIDS Day. All activities were implemented in cooperation with VAAC and PACs in the 7 PEPFAR priority provinces.

Charts:



As a result of the above campaign and on-going marketing and communication activities (and other factors involved in VCT service delivery) in addition to significant efforts by the VCT sites to enhance their services, **client flow at the branded VCT sites increased by 70 % over the October 2008 to December 2008 period compared to the same period in the previous year .**



Note: Based on responses from 7,530 completed questionnaires among VCT clients at *Chan Troi Moi* sites for the period Q1 FY 08

Highlights: narratives based on approved workplan

- Continued targeted placement of *Chan Troi Moi* campaign in outdoor media (billboards, bus stops) in and around high risk areas mapped as MARP hotspots. This list of high risk

areas was updated based on information provided by PAC/PHDs and other PEPFAR partners. PSI continued to support a total of 60 VCT sites in 7 PEPFAR provinces.

- Implemented the National HIV Testing month campaign in December 2008. Activities conducted during the month include:
 - Print media: A total of 30 VCT month advertisements were placed in major national newspapers. These included 10 inserts in '*An Ninh Thu Do*' newspaper for the Northern provinces, 10 inserts in '*Thanh Nien*' and an additional 10 inserts in '*Tuoi Tre TP HCM*' newspapers for the Southern provinces. In addition to these newspaper advertisements, PSI also distributed a one-pager information sheet (press release) for the National Testing Month campaign to all major newspaper/magazines. As a result of this, the news about the campaign was covered in 9 press reports and 28 newspaper articles during the month.
 - Web-based advertising: PSI worked with local agencies to develop and implement electronic banners in popular websites to promote *Chan Troi Moi* VCT sites. All online banners are interactive and provide site addresses and other details for all *Chan Troi Moi* sites in the 7 PEPFAR provinces. A total of 80,352 people accessed the campaign messages across the different websites (43,365 people on www.baobongda.com.vn; 21,034 on www.24h.com.vn; 7,516 people on www.vietnamnet.vn; and 8,437 people on www.vnexpress.net)
 - Outdoor media for ground level presence: street banners, posters & flyers promoting *Chan Troi Moi* VCT services were placed in strategic sites (close to VCT centres, high risk sites based on PSI mapping and MARP sites identified by PACs) all over Hanoi and HCMC to raise awareness of the National Testing Month campaign
 - Small Events: 20 small events were conducted in and around high risk sites & VCT centers in Hanoi and HCMC every Saturday during December 2008. Events use the edutainment strategy to reach the public, combining entertainment with information about HIV, testing and counseling and details of *Chan Troi Moi* sites. A total of 11,894 people participated in 20 events (average of 500-600 people per event) conducted in Hanoi and HCMC.
 - Support to PACs: A VCT package for peer educators (uniforms for promotion month, existing *Chan Troi Moi* materials & new promotion materials specially developed for the National Testing month campaign) were distributed through PAC/PHDs in all 7 priority provinces. Specifically, 18,000 posters were placed in and around hotspots by PAC/PHD's network of outreach workers and peer educators, 86,500 VCT brochures and 119,000 VCT marketing cards were distributed to MARPs during December 2008. In addition, 650 VCT T-shirts and 700 VCT jackets were provided to outreach workers and peer educators and 2,000 VCT bags were given to MARPs.
- Community-based special events to promote National Testing month campaign and support for VAAC for World AIDS Day activities at the national and provincial levels:
 - VAAC organized a special event to celebrate World AIDS Day (WAD) on November 30. This event and related activities were broadcast on on VTV and O2 TV television channels. *Chan Troi Moi* campaign messages, along with the National HIV Testing month campaign, were advertised during the television programs.
 - Quang Ninh PAC organized a special event with the participation of 500 workers in the industrial zone in Ha Long to promote *Chan Troi Moi* VCT services

- An Giang PAC organized a special event (music show) in a crowded area near an entertainment establishment in Long Xuyen city to celebrate WAD. The MC at the event covered a range of different topics related to HIV/AIDS and VCT services. The events included interpersonal communication games and VCT gift items for participation. Over 1,000 people attended the event.
 - Hai Phong PHD also organized a similar WAD event in Youth Culture House with 300 participants. After the event, a big group of 80 IPCs and PAC peer educators, conducted a road show around Hai Phong and distributed *Chan Troi Moi* VCT materials to the crowd.
 - Can Tho PAC conducted an extensive road show to promote VCT messages and distributed *Chan Troi Moi* VCT materials during the show.
 - Ha Noi PAC conducted a special event in Nghia Tan Culture Palace to promote *Chan Troi Moi* VCT sites. This event was attended by 250 participants.
 - HCMC PAC integrated VCT promotion into 3 WAD events conducted in District 5, District 10, and Tan Binh district with VCT outdoor ground level presence (banners, flags and posters), and distribution of VCT materials and promotional items. They also conducted a Q&A competition sessions with VCT topics.
- Focus on VCT promotion at EE settings (targeting male clients of SWs) during VCT Month: Interpersonal communication teams integrated *Chan Troi Moi* VCT messages as part of their targeted outreach activities among male clients of sex workers in 6 PEPFAR priority provinces (Hanoi, Hai Phong, Quang Ninh, An Giang, HCMC and Can Tho).

Lessons learned/constraints:

- Partners to provide regular updates on all information related to VCT sites. This will help the program revise IEC materials (marketing cards, site addresses etc.) and include all new VCT sites in the '*Chan Troi Moi*' communication campaign. PSI will continue to work with the PAC/PHD in each province to follow up with the VCT partners.
- There was need to revise the current VCT MIS forms and data collection system to provide detailed information on VCT client flow, including number of clients by site and by target group. PSI worked closely with the PAC/PHD in each province and the VCT partners to collect the detailed information for reporting. Details of data collected by site are provided in the **Annex** section.
- All VCT sites report a large proportion of client as 'other' in the target group category. It is difficult to break down this data by MARP as the sites are unable to provide further details for these VCT clients.
- Forward planning for the National HIV Testing month campaign is important. In the future, PSI will work closely with the PEPFAR team, Life-GAP, VAAC and PAC/PHD in each province. PSI will also plan the National HIV Testing month prior to the World AIDS Day campaign.

Explanation/justification where achievements exceeded/fell below target:

- During the quarter under review, PSI met and exceeded its VCT quarter targets (VCT client uptake increased by 74% compared to the same quarter in the previous year).
- All activities proposed for VCT month campaign in the approved workplan were completed.

Plan for next quarter:

- Continue targeted placement of *Chan Troi Moi* campaign in outdoor media (billboards, bus stops) in and around high risk areas mapped as MARP hotspots.
- Web-advertising for VCT *Chan Troi Moi* to be placed on popular websites targeting male clients of SWs and MSM groups
- Continue to provide IEC materials and IPC tools (VCT leaflets, brochures, marketing cards, and flipcharts) to peer educators & outreach workers under PAC/PHDs to promote VCT among MARP
- Work with VCT partners and other care & support organizations to develop communication materials promoting referrals and linkages to care and support services.

3. Prevention of Mother-to-Child Transmission (PMTCT)**Result 3: Increased uptake of PMTCT services among pregnant women****Overview (highlights, key achievements)**

In Quarter 1 (October – December 2008), PSI expanded implementation of the PMTCT mass media campaign to 2 additional PEPFAR provinces (Nghe An, and An Giang). PSI continued its mass media support for the CDC-LifeGAP supported PMTCT sites in 3 Northern provinces (Hanoi, Hai Phong and Quang Ninh). In addition to the mass media campaign, PSI worked closely with the provincial government partners (PAC/PHDs) and the project-supported ANC sites to distribute IEC materials (leaflets, brochures, calendars, postcards). Program and provincial partner staff started preparation work required to start implementing community mobilization activities in January 2009.

Highlights: narratives based on approved workplan

- As part of the outdoor media campaign, additional billboards were placed in highly visible areas for women and in & around ANC sites and hospitals in these two new provinces. This includes 2 big billboards and 20 small billboards in An Giang, 3 big billboards and 20 small billboards in Nghe An.
- 600 PMTCT posters were placed at all ANC-based C&T services in Hanoi and Hai Phong provinces. IEC materials (6,000 PMTCT brochures and 1,000 postcards) were distributed to pregnant women through ANC to promote early taking HIV test during pregnancy.
- Revised MIS system to establish data collection of client flow by ANC site and HIV testing during time of pregnancy (Early HIV testing i.e. before 28 weeks of pregnancy versus HIV testing during delivery or after 7 month). PSI, in close cooperation with LifeGAP and PAC/PHDs, revised the data collection forms. The program started data collection for project-supported ANC sites in 2 provinces (Hanoi and Hai Phong). This included data on client flow, including break-down by time of testing during pregnancy and exposure to PSI's PMTCT mass media campaign by channel.
- Exposure levels to the PMTCT campaign are provided in the **Annex** section.

Lessons learned/constraints:

- Working closely with the PEPFAR team to identify targets for growth in PMTCT client flow. The objective of PSI's PMTCT campaign is to increase 'early testing' (before 28 weeks of pregnancy) among pregnant women accessing ANC services. However, to

measure this it is important that all project supported ANC sites provide client flow information, split by 'early' and 'late' HIV testing.

- Expansion of mass media campaign to Can Tho was not done. PSI was informed by LifeGAP that PMTCT sites in Can Tho are not yet operational.

Explanation/justification where achievements exceeded/fell below target:

- PSI did not implement targeted placement of the mass media campaign in the print media (newspapers and magazines) and web-based media. This was to allow the program to roll out the outdoor media campaign and support to ANC sites through IEC materials in 5 provinces and to gain from publications and websites that cater to the target groups across the provinces.
- Growth in client flow over same quarter in the previous year cannot be presented due to issues with MIS data collection at the site level. LifeGAP supported PMTCT program started implementation in 2008. Hence, client flow data split by time of HIV testing during pregnancy is not available for ANC sites in Hanoi. Similarly, only partial data i.e. total client flow of the number of women tested during pregnancy is available for all sites in Hai Phong. One major site (Hai Phong Maternity Hospital) did not split client flow by 'early' or 'late' testing. The program recommends using Q1 FY 2008 (Oct-Dec) as baseline and to compare client flow split by proportion of women accessing 'early' and 'late' HIV testing during pregnancy on a quarterly basis. Going forward, all project supported ANC sites will now provide detailed client flow information based on the new PMTCT MIS forms. Details of sites that can provide historical data for comparison and growth rate calculation has been provided in the **Annex** section.

Plan for next quarter:

- Continue to implement mass media campaign in outdoor media in targeted sites (in and around project supported ANCs, hospitals etc).
- Implement mass media campaign in print media and web-sites to target women of reproductive age in all 5 project provinces.
- Conduct 5 community mobilization activities promoting PMTCT services in 3 provinces (Hanoi, Hai Phong and Quang Ninh).
- Continue distribution of IEC materials and promotional items in all PMTCT sites in all 5 target provinces.
- Get feedback from PMTCT sites and track campaign exposure through PMTCT client uptake forms and PMTCT questionnaires for improvement

4. Prevention/Other Behavior Change:

Result 4: Reduction in the demand for drugs and in initiation of injection drug use

This is a new program area in this project. During the quarter, the focus was on conducting a formative study to understand initiation of drug use behavior among existing IDUs. Findings from the study will be used to adapt the 'Break The Cycle' program from Central Asia to the Vietnam context. PSI worked in close collaboration with CIHP (local research agency) to complete field data collection. In-depth interviews were conducted with IDUs in 2 provinces (Hai Phong and Quang Ninh) with 12 IDUs (6 in each province).

Plan for next quarter:

- Share research findings from the formative study among donors and other organizations working with IDUs. This will provide an opportunity to introduce the 'Break The Cycle' program to partners and stakeholders.
- Research findings will inform program development. This will include development of an intervention model for rolling out the Break The Cycle program, development of training curriculum and related IEC materials to address key determinants of initiation of injecting drug use among existing IDUs.

Result 4.1 SW-IDU Intervention targeting SWs (non-users, other drug users and injecting drug users) to promote safer sexual behaviors and reduce risky injecting practices**Overview (highlights, key achievements)**

PSI, in partnership with the Hai Phong PHD, continued to implement the SW-IDU intervention in Hai Phong. A total of **519 unique individual contacts** among SWs (including injecting drug users) were achieved during the quarter. The Unique Identification Code system (UIC) helps the project to measure total reach among SWs and number of repeat contacts.

Total Unique Identification Code	519	Percentage
Sex worker	338	65%
Sex worker - IDU	170	33%
Sex worker – ODU	11	2%

Coverage of high risk areas increased to **92% of all sites** mapped in the target districts. These include street-SW hotspots, bars, karaoke, brothels, lodging houses etc.

In December 2008, PSI presented updates on the SW-IDU intervention (including findings from qualitative research, program achievements and future plans) with PEPFAR partners and at the Harm Reduction TWG.

Highlights: narratives based on approved workplan

- Increased total number of mapped sites for SWs and SW-IDUs to 177 sites during the quarter.
- Distributed 4,137 Number One male condoms, 1,953 Care female condoms, and 2,037 Number One Plus lubricant sachets along with supporting IEC materials, such as condom and lubricant leaflets developed for SW group.
- Conducted IPC sessions with the target group, using a series of BCC tools developed to address major determinants of safer sex behavior among SW-IDUs. In addition to this, communication materials to address risk of initiation of drug use and to reduce demand for drugs were also used by the team.
- Started working with PAC in Quang Ninh to expand the SW-IDU intervention to one additional province. Detail workplan was developed and agreed with PAC. Outreach team will be recruited and SW-IDU venue mapping is started in January 2009.

- Outreach team in Hai Phong used screening questions for every new contact and only conducted IPC sessions with SWs who were not contacted by any other program during the last three months. This helped to avoid overlap with other outreach programs targeting SWs.
- During December 2008, IPC messages focused on promotion of VCT *Chan Troi Moi* services among SWs and SW-IDUs to support National HIV Testing month campaign.

Lessons learned/constraints:

- Screening questions are useful to help increase reach among SWs who are not reached by any other programs and avoid overlap with others
- UIC collection can be collected, even with difficult clients and gatekeepers. Once Outreach team establish contact with the target groups and build their trust, SWs are more open to discussion and providing UIC information.

Explanation/justification where achievements exceeded/fell below target:

- PSI exceeded the target for the number of SWs (including SW-IDUs) reached through community outreach program. PSI was able to increase numbers reached as the program has been implemented since August 2008 and the total number of mapped sites has significantly improved. PSI also has established strong working relationships with entertainment establishment sites and can easily access SWs that are not reached by other programs.

Plan for next quarter:

- Continue implementation in Hai Phong and expand to Quang Ninh
- Complete recruitment and first round training for outreach team in Quang Ninh
- Conduct refresher training for outreach team in Hai Phong
- Complete mapping of SW high risk sites and continue to update and expand mapping in Hai Phong
- Conduct advocacy meetings with stakeholders, community gatekeepers and owners of EEs to increase program awareness

5. Other specific program:

Result 5: Increased Capacity of Local Partners to Implement Social Marketing Activities

PSI, in cooperation with AIDS Program (local training partner) and PAC/PHDs, conducted a total of 4 training workshops for promotion of HIV products (condoms) and services (VCT). The two-day training workshop is conducted among the PAC/PHD network of peer educators and outreach workers from different projects, including Life-GAP, FHI, DFID and World Bank. The focus of the training is on enhancing peer education and interpersonal communication skills, knowledge about HIV prevention products and services and skills to use IPC tools (flipcharts) and IEC materials (brochures, leaflets, marketing cards etc.).

During the quarter under review, PSI trained **119 peer educators and outreach workers** in 2 provinces (An Giang and Nghe An). The breakdown by project is:

- 49 peer educators/outreach workers from Life Gap project
- 26 peer educators/outreach workers from DFID project
- 28 peer educators/outreach workers from World bank project
- 18 peer educators/outreach workers from FHI

Lessons learned/constraints:

- PAC's peer educators and outreach workers who attended PSI's training courses are working for different projects. This makes it difficult to monitor quality of their communication sessions to promote consistent condom use and VCT *Chan Troi Moi* VCT services after they have been trained.

Explanation/justification where achievements exceeded/fell below target:

- During the quarter under review, PSI exceeded the training target for the peer educators and outreach workers.
- Training master plan for each PAC/PHD partner was not completed due to delays in getting inputs from the provincial government partners.
- All other items in the approved workplan were completed.

Plan for next quarter:

- Finalize master training plan with each PAC/PHD partner for the network of peer educators and outreach workers
- Finalize new training brief for condom promotion based on findings of the Condom Use (2008) and PSI's Marketing Planning workshop (Nov 2008).
- Conduct 8 training courses for 240 PAC/PHD network of peer educators and outreach workers in the next quarter
- Develop training curriculum and materials for the interpersonal communication component of the PMTCT program

6. Strategic Information (including all M&E and research/survey/assessment activities)

Overview (highlights, key achievements)

- Completed MIS data collection and analysis for the condom social marketing program. This helps provide detailed information on sales trends by sites and outlet type, impact of the targeted promotion activities and overall coverage of NTOs.
- Revised MIS forms and worked with the PAC/PHDs in all 7 provinces to collect VCT client flow data. PSI worked closely with PAC/PHDs to improve data at the site level, include additional detailed information (historical data by site, break-down by target group etc.).
- Set up MIS system to track 'early' HIV testing among pregnant women accessing project supported ANC sites. This included revising the old PMTCT forms, collecting historical data (where possible) and an additional questionnaire to measure exposure to the PMTCT mass media campaign.
- Completed data collection, data entry and initial analysis for the Behavioral Survey (TRaC study) among SWs (including SWs who are IDUS) in 6 PEPFAR provinces. 3 main behaviors – i) consistent condom use, ii) VCT uptake and iii) injecting drug use, including initiation into injecting drug use – were included in the survey.

- Completed data collection and translation of all transcripts for the ‘Break The Cycle’ Formative study in 2 provinces (Hai Phong and Quang Ninh)
- Completed report and collected updated MIS reports from all PEPFAR partners for the free condom distribution activities.

Lessons learned/constraints:

- Quarterly report on free condom distribution by all PEPFAR partners is required to generate overall distribution report (by target group, by setting, by province and by partner) to USAID. This also helps partners to make quarterly forecasts.
- New (updated) MIS form for VCT and PMTCT client uptake were developed, but buy-in and strong support from PACs and VCT & PMTCT partners is critical to collect the needed data on time.
- Comprehensive pilot prior to the main survey helped to test the Respondent Driven Sampling (RDS) approach, research instrument (questionnaire) and provided useful lessons for field data collection, i.e. more difficulties in SW-IDU recruitment (as this group is more hidden and less connected compared to the general SWs) led to longer data collection time. Other factors, such as police campaign, rainy season, limited free time of SWs, etc. also make it harder to recruit SWs and SW-IDUs. However, through pilot and main survey, it is proved that RDS method is feasible and effective in recruiting hidden population like SWs and SW-IDUs.
- Using peer researchers in BTC formative study is a big challenge due to their drug addiction and limited capacity in doing specific research tasks. Thus, CIHP researchers who acted as field supervisors played a key role in recruiting the right people for peer researcher positions as well as in making sure the dyads/triads discussion conducted effectively and efficiently.

Explanation/justification where achievements exceeded/fell below target: NA

Plan for next quarter:

- Universe NTO mapping survey to verify PSI’s current retail universe (active and non-active outlets) and update the initial mapping exercise conducted during launch (along with new outlets, tele-sales universe, PG teams etc.) and to confirm current coverage levels to help set targets for the project
- Complete data analysis for SW tracking survey and conduct dissemination meeting with donors and stakeholders
- Complete data analysis for the ‘Break The Cycle’ formative study and plan for dissemination of research findings
- Develop study design and research instruments for Behavioral Survey (TRaC study) among male clients of SWs

II. PROBLEMS ENCOUNTERED OR BARRIERS TO IMPLEMENTATION, IF ANY, AND THEIR SOLUTIONS

None

III. INFORMATION ON COST OVERRUNS, IF ANY

None